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1.0 INTRODUCTION

1.1 Purpose and Scope

State planning law requires California cities to adopt specific elements in their general plans. The City of Chula Vista Land Use and Transportation (LUT) Element fulfills the state requirements for two elements: Land Use, as defined in Section 65302(a) of the Government Code; and Circulation, as defined in Section 65302(b) of the Government Code. By combining these elements into one, the Chula Vista General Plan recognizes and emphasizes the important link between land use designations, intensity of development, and mobility. The LUT Element reflects anticipated levels of development, the road system necessary to serve that development, and alternative forms of transportation available to move people and goods.

To fulfill the legal requirements for land use, the LUT Element establishes plans and policies to identify the general distribution of housing, businesses, industry, open space (including parks), education facilities, and public buildings. Standards for population density and building intensity in each land use classification are also provided.

Also included are topics not legally required that relate to the City's physical development, including community design and aesthetics. More detailed development character and intensity is identified for Focus Areas throughout the City.

To fulfill the legal requirements for circulation, the LUT Element establishes policies and standards for the system of roadways, transit service, and bicycle and pedestrian facilities. Also, it establishes plans and policies to:

- Coordinate the circulation system with planned land uses;
- Promote the efficient transport of goods, people and services;
- Make efficient use of existing transportation facilities; and
- Protect environmental quality and promote wise, equitable use of economic and natural resources.

The beginning sections of the LUT Element discuss the relationship between the element and state planning requirements, the General Plan Vision and Themes, and related plans and programs. Pertinent background information is presented on various topics covered by the element, with additional reports and plans referenced if the user needs further detail. The element also discusses the underlying principles that form the basis for the General Plan Land Use and Circulation classifications and diagrams.

The Land Use and Transportation (LUT) Element fulfills state General Plan requirements and is atop the hierarchy of local land use law.

In the Planning Factors, Objectives, and Policies section, specific topic areas are identified, followed by a focused objective and supporting policies. An objective identifies the desired end point or direction in which the City is trying to move, while a policy provides guidance to achieve the objective. Chula Vista's objectives and policies are extensions of the Vision and Themes established in this General Plan.

Users of this document should first refer to this element's general policies for guidance, but should also refer to the four Area Plans (Sections 8.0 through 11.0), which contain more detailed discussion and policies applicable to development in those geographical areas.

The LUT Element establishes direction for new development, redevelopment and community enhancement, and provides the guidance to realize the City's vision

1.2 Implementing the Vision and Themes

The Chula Vista Vision and Themes reflect the desire of the City to preserve and enhance the unique features that give Chula Vista its identity, while at the same time improving our community and meeting the opportunities and challenges that lie ahead. Our envisioned future city offers opportunities to live in safe and attractive neighborhoods; share in vibrant urban activities; work in healthy business and industrial environments; and enjoy bountiful natural resources and recreational facilities. The LUT Element establishes direction for new development, redevelopment, and community enhancement, and provides the guidance to realize the City's vision.

A full discussion of our vision and seven Themes is found in Chapter 4 of this General Plan. This Land Use and Transportation Element focuses on and develops three Vision and Theme components:

Theme 1: *Strong Community Character and Image*

Chula Vista continues to develop as a city with a distinct identity that its citizens are proud to call home.

Theme 2: *Strong and Safe Neighborhoods*

Chula Vista is a diverse yet integrated community that celebrates its neighborhoods as the building blocks that make it a great place to live.

Theme 3: *Improved Mobility*

Chula Vista provides a wide range of convenient and affordable mobility options that allow people to go from where they are to where they want to be in a safe, pleasant, rapid, cost-effective, and environmentally friendly manner.

1.3 Relation to Other General Plan Elements and Policies

The LUT Element is intricately related to all other elements of the General Plan. By describing existing and future development in the City, the LUT Element sets the framework for development of housing; the delivery of roads, public services, facilities, and infrastructure; the protection of environmental resources; and the economic growth of the City. The LUT Element serves as the primary means to integrate policies from other elements of the 2030 General Plan with the proposed pattern of land use designated on the General Plan Land Use Diagram. The Housing Element contains policies for residential development, which are also considered in the LUT Element. The Environmental Element identifies environmental resources and hazards that need to be considered in land use planning. The Public Facilities and Services Element identifies infrastructure and community parks and recreation needs, which are coordinated with the development-oriented policies of the LUT Element.

The LUT Element integrates policies from other elements of the 2030 General Plan, serving as the "constitution" for all future development.

1.4 Relationships to Other City Plans and Policies

The Land Use and Transportation Element provides land use designations, roadway designations, and generalized land use patterns for the City's development. Several planning tools are used to implement the land use and transportation policies set forth in this document. These are briefly described below (see Figure 5-1), and include the City's Municipal Code, specific plans, general development plans, sectional planning area plans, precise plans, redevelopment plans and the local coastal program plan.

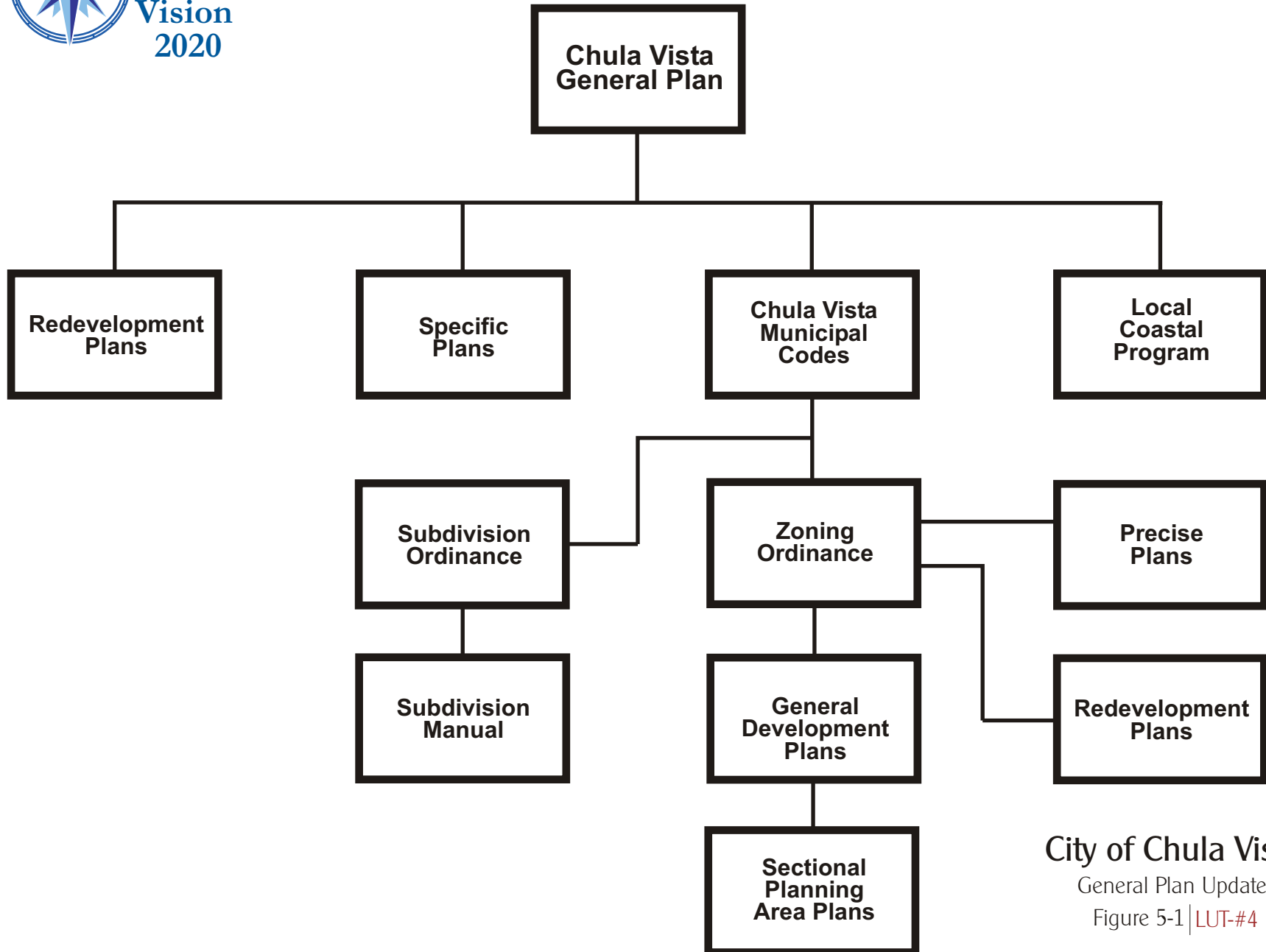
1.4.1 Chula Vista Municipal Code

The Chula Vista Municipal Code (CVMC) consists of all the regulatory and penal ordinances and certain administrative ordinances of the City, codified pursuant to the provisions of Sections 50022.1 through 50022.8 and 50022.10 of the Government Code. The CVMC includes the City's Subdivision Ordinance and Zoning Ordinance, including the Growth Management Ordinance.

Subdivision Ordinance

The Subdivision Ordinance regulates the design, development and implementation of land division. It applies when a parcel is split into two or more parcels; a parcel is consolidated with one or more parcels; or the boundaries of two or more parcels are adjusted to change the size and/or configuration of the parcels.

General Plan Implementation Tools



Subdivision Manual

The purpose of the Subdivision Manual is to provide engineers and developers with a guide to land development processing in the City of Chula Vista. In addition to processing procedures, the Subdivision Manual contains general guidelines and standards for design of parcel maps and subdivisions, including street cross-sections and other related improvements.

The Zoning Ordinance is the primary tool for implementing the general plan.

Zoning Ordinance

The Zoning Ordinance is the primary tool for implementing the General Plan, and is designed to protect and promote the public health, safety, comfort, convenience, prosperity and general welfare of the people. It includes a zoning map designating various districts that are described in the text of the document and outlines the permitted, conditionally permitted, and prohibited uses for each zone district. Finally, the Zoning Ordinance provides property development standards for each zone district and overall administrative and legislative procedures.

1.4.2 Redevelopment Plans

The adoption of redevelopment plans by cities is allowed by the State Legislature under California's Community Redevelopment Law. The redevelopment plans are intended to reverse deteriorating economic and physical conditions; redevelop blighted, underutilized, and vacant properties; improve infrastructure and public facilities; and produce revenues through the development of job generating properties. Because redevelopment projects must be in conformance with the General Plan, these plans are one of the more powerful means cities have to implement the goals and policies set forth in their General Plan. The City of Chula Vista has three Redevelopment Plans encompassing the redevelopment areas listed below. Redevelopment Plans are implemented through a variety of means, including large-small scale projects, as well as focused strategic plans, such as the Broadway Strategy (December 2003).

- Bayfront
- Otay Valley Road
- Southwest
- Town Centre I (Third Avenue Downtown)
- Town Centre II (Chula Vista Center)
- Added Area

1.4.3 Specific Plans

Specific plans are customized regulatory documents that provide more focused guidance and regulation for particular areas. They generally include a land use plan, circulation plan, infrastructure plan, zoning designations, development standards, design guidelines, phasing plan, financing plan, and implementation plan. Chula Vista has eight approved specific plans, which are listed below, and their locations are shown on Figure 5-3. Additionally, a specific plan is being prepared for northwestern Chula Vista's Urban Core.

- Bayfront Specific Plan
- Mid-Bayfront Specific Plan
- Montgomery Specific Plan
- Gateway Specific Plan
- Auto Park North Specific Plan
- Auto Park East Specific Plan
- Bonita Glen Specific Plan
- Bonita Gateway Specific Plan
- Urban Core Specific Plan (under preparation)

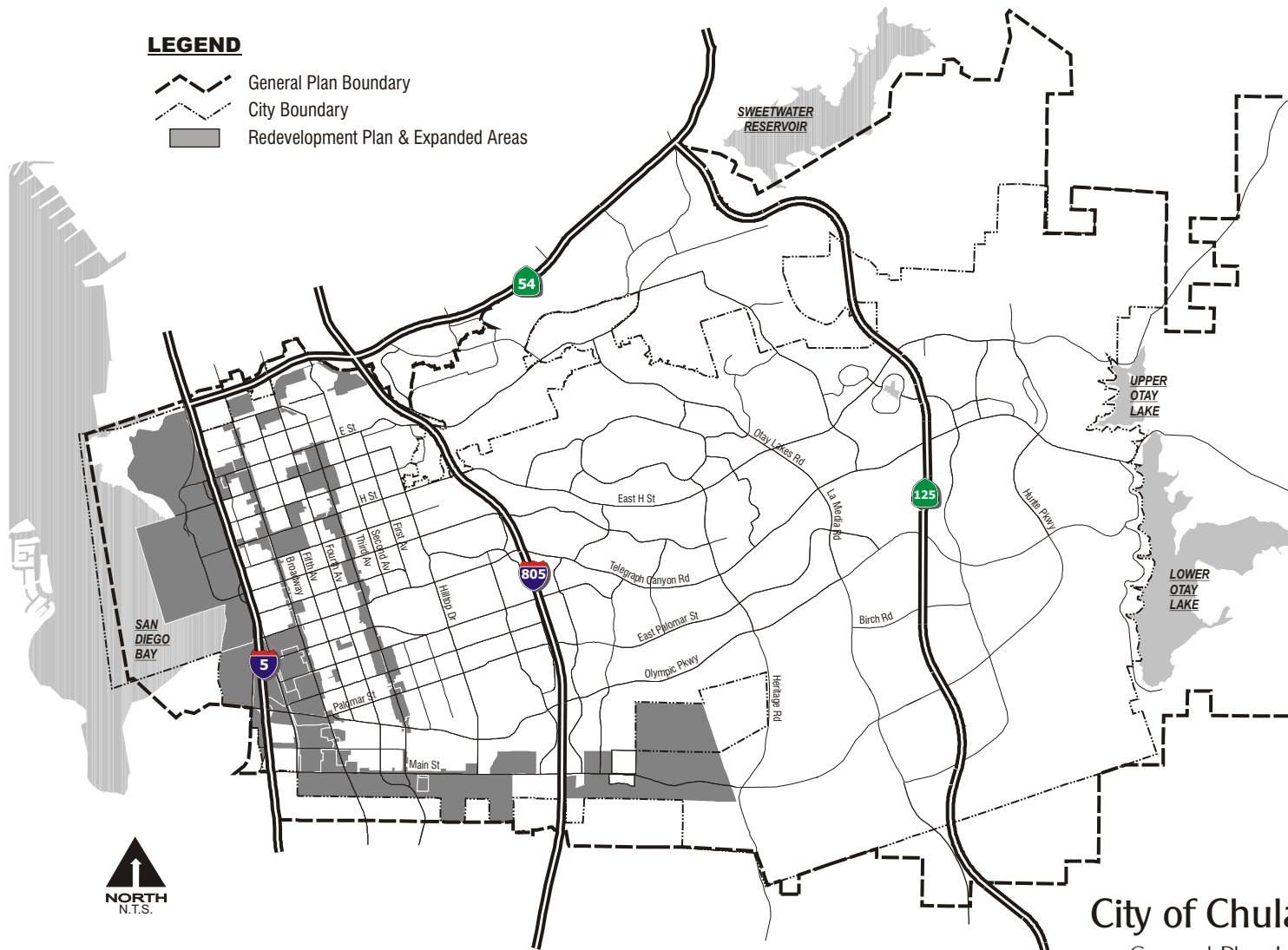
A General Development Plan (GDP) is a smaller scale version of a General Plan.

1.4.4 General Development Plans

A General Development Plan (GDP) is a smaller scale version of a General Plan that typically has addressed large, previously undeveloped areas of the City, such as those in East Chula Vista. It establishes general development parameters, including the distribution of land uses, vehicular circulation patterns, development densities, and an overall master planned community urban structure. A GDP is implemented by the adoption of a Sectional Planning Area (SPA) Plan. The City has six GDPs, which are discussed further in Section 10.0, East Area Plan, of this element. GDPs must be in conformance with the General Plan.



Redevelopment Project Areas



City of Chula Vista

General Plan Update

Figure 5-2 | LUT-#7

1.4.5 Sectional Planning Area Plans

A Sectional Planning Area (SPA) Plan is a comprehensive master plan that addresses a portion of a planned community area. It is intended to implement the goals, objectives, and development parameters prescribed in the GDP. A SPA and GDP must be adopted as a prerequisite to develop land in a Planned Community (PC) Zone.

A SPA consists of integrated guidelines and development standards that provide detail on the land use mix, design criteria, pedestrian and vehicular circulation pattern, open space, recreation, infrastructure requirements, and other components for the entire or portion of an adopted GDP. It is based on existing City regulations, guidelines, and policies; but once adopted, a SPA supersedes these documents, except where incorporated by reference.

Chula Vista's Bayfront has Local Coastal Program, which contains the goals and objectives relating to coastal development.

1.4.6 Precise Plans

A Precise Plan is a zoning implementation tool that creates specific property development standards and design guidelines in combination with underlying zone standards to allow site design flexibility within areas zoned with a Precise Plan modifying district. Precise Plan development standards and guidelines, adopted by ordinance, can be tailored for a particular area through a rezoning action. The Precise Plan is adopted through a discretionary review process that establishes standards and guidelines affecting the property.

1.4.7 Local Coastal Program

A Local Coastal Program (LCP) is the planning tool used to carry out the shared partnership between the California Coastal Commission's (CCC) mandate to protect coastal resources, and local government's regulation of land use through its General Plan. An LCP includes a land use plan with land use classifications, types and densities of allowable development, plus goals, objectives, and policies concerning development and use of coastal resources. After an LCP is approved by the CCC, their permitting authority is delegated to the local government. It is not intended that the CCC and their permitting authority usurp local government.

Chula Vista's Bayfront has an LCP, which contains the goals and objectives relating to coastal development. It is provided by the General Plan Land Use Diagram and the associated goals, objectives and policies that relate to coastal areas.

1.5 Sectional Planning Area Plans

1.5.1 San Diego Association of Governments (SANDAG)

The San Diego Association of Governments (SANDAG), with representatives from County government and 18 cities in the County, conducts research and serves as the forum for decision-making on regional issues, such as growth, transportation and land use in San Diego County. The City of Chula Vista is a member of SANDAG and participates in the research and programs conducted by the agency. As described below, several region-wide plans and programs influence land use and transportation decisions in the City of Chula Vista.

The City is a member of SANDAG and participates in the research and programs conducted by the agency

Regional Comprehensive Plan (RCP) for the San Diego Region

The Regional Comprehensive Plan (RCP) addresses San Diego's regional growth, while preserving natural resources and limiting urban sprawl. The RCP sets out the region's vision and core values, establishes policies to address key regional issues, and creates a public investment strategy for regionally significant infrastructure.

Regional Transportation Plan (RTP)

The current Regional Transportation Plan (RTP), called MOBILITY 2030, will implement a long-range vision for highways, major bus routes, Bus Rapid Transit (BRT), the trolley, rail lines, streets, bicycle travel, pedestrian traffic, and goods movement.

MOBILITY 2030 contains an integrated set of public policies, strategies, and investments to maintain, manage, and improve the transportation system in the San Diego region.

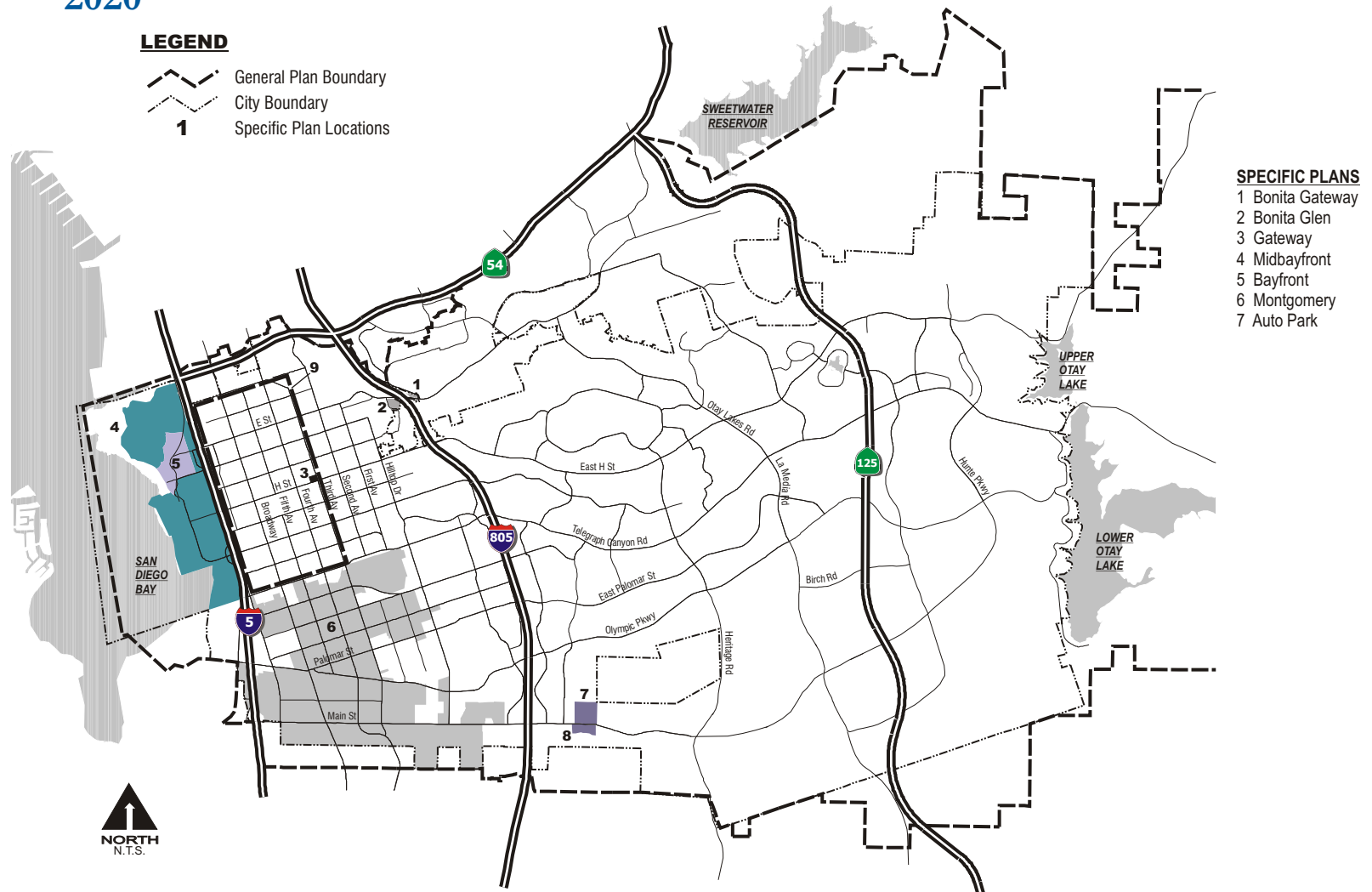
Regional Housing Program

The Regional Housing Program promotes strategies to increase housing supply and ensure access for all income groups, and provide a variety of housing choices for region residents.

Employment Lands Inventory

SANDAG analyzes the region's supply of non-retail land and compares it to market demand over the past five years. In 2003, there were nearly 15,000 acres of designated employment land in the region, but only 1,420 acres, located mostly in the growing commercial and residential areas of south San Diego County, were immediately available. The Employment Lands Inventory in Chula Vista includes acreage along the Bayfront, along Main Street, in the Eastern Urban Center, and surrounding the Otay Landfill.

Specific Plan Locations



City of Chula Vista

General Plan Update

Figure 5-3 | LUT-#10

Transit First!

SANDAG's adopted Transit First! Strategy seeks to develop a network of transit services; integrate transit with land use planning; enhance operating speed; and improve the rider's experience. Transit First! projects will provide high-quality, rubber-tired vehicles offering the speed, comfort and amenities of a trolley, with the flexibility of non-fixed modes of transportation. Bus Rapid Transit (BRT) vehicles will travel in their own lanes, as well as in mixed flow lanes where they may receive priority at signalized intersections. Upgraded stations will have shelters, next bus passenger information, and other features.

*The Otay Valley
Regional Park
Concept Plan will
ensure local
neighborhood and
community parks for
Chula Vista Residents*

Working with SANDAG, Chula Vista has completed a South Bay Transit First! Study to identify transit alignments, station locations and other improvements as part of the overall transit network. Projects programmed for the near future include transit improvements from downtown San Diego to Otay Ranch via Interstate 805, Olympic Parkway and East Palomar Street. Major stations in the South Bay include Sunbow, Heritage, Lomas Verde/Santa Venetia, Freeway Commercial, Eastern Urban Center, University (Village 9).

Congestion Management Program (CMP)

SANDAG is the designated congestion management agency for the San Diego region. The Congestion Management Program (CMP) is a state-mandated program that helps cities and communities monitor transportation system performance, develop programs to address near- and long-term congestion, and better integrate land use and transportation planning decisions. By addressing congestion early, through the CMP, we can avoid larger problems in the future that will require more expensive solutions. In the short-term, the CMP serves as an element of the Regional Transportation Plan (RTP), focusing on congestion management strategies that can be implemented in advance of the long-range transportation solutions contained within the RTP.

1.5.2 Otay Valley Regional Park Concept Plan

The Otay Valley Regional Park (OVRP) Concept Plan, adopted in 2001, establishes a plan for multi-jurisdictional regional open space of 8,700 acres that will contain a substantial preserve area, active recreation, and passive park opportunities. Equestrian, hiking and biking trails are anticipated. The park will extend through the Otay River Valley, from San Diego Bay to the Upper and Lower Otay Lakes. While the park is regional in scope, the provision of certain park and recreational facilities will effectively serve as local neighborhood and/or community parks for Chula Vista residents. The Concept Plan was approved May 2001.

LAND USE AND TRANSPORTATION ELEMENT

CHAPTER 5

1.5.3 Port of San Diego's Marine Activities

San Diego County enjoys broad access to coastal waters that provide opportunities for maritime commerce, navigation, fisheries and recreation. The Port of San Diego oversees and plans for development of these activities within San Diego waters. The Port of San Diego's master and strategic plans also include development for Chula Vista's Bayfront. See Section 11 regarding the Bayfront Area Plan.



1.5.4 Regional Airport Authority

The San Diego County Regional Airport Authority (SDCRAA) is responsible for airport planning in the region and is working to site a new regional airport facility. San Diego's Lindbergh Field cannot meet the projected demand for passenger and air cargo services, even with an additional runway included in the maximum expansion scenario considered in the Airport Master Plan. Therefore, alternative sites and options are being explored.



2.0 EXISTING LAND USE

The City's General Plan area covers nearly 58,421 acres, of which 33,366 acres are located within the City limits. Surrounding jurisdictions include National City to the north and west; San Diego County to the north, east, and south; and the City of San Diego to the south. Table 5-1 provides a breakdown of existing land uses by acreage and percentage of the total, including all uses within the City. Presently, 34% of the City is made up of actual developed land uses, excluding water, open space, vacant land and streets. Approximately 74% of the developed land uses constitute residential of various densities. Commercial uses make up 9% of the developed acreage, including 6% for retail, 2% for office, and less than 1% for visitor serving commercial. An additional 7% of developed land is used for industrial purposes, with 7% in educational and institutional uses and 3% in parks and recreation.

The General Plan area covers nearly 58,421 acres, 33,366 acres of which are located within the City limits

The City of Chula Vista takes pride in maintaining a rich mixture of communities. Between Interstate 805 and Interstate 5, western Chula Vista's 8,141 acres, which include the Bayfront, Northwest and Southwest Planning Areas (Figure 5-7), have a traditional street grid, with large single-use residential neighborhoods separated by commercial corridors. The Bayfront Planning Area, west of Interstate 5, contains approximately 2,573 acres. The East Planning Area, where master planned development began in the 1970s, has approximately 22,651 acres in the City's incorporated area. Although most of the East Planning Area's developments are suburban in nature, characterized by single-use residential areas, curvilinear streets, cul-de-sacs, and commercial malls, villages in the Otay Ranch master Planned Community have higher density central cores of multi-family residential, neighborhood serving shops, and community facilities.

**TABLE 5-1
CITY OF CHULA VISTA EXISTING DEVELOPED LAND USE (2004)**

Land Use	Number of Acres within City	Percent
Residential		
Single-Family	6,537	20
Multi-Family	1,797	5
Commercial		
Retail	721	2
Office	214	<1
Visitor	29	<1
Industrial	811	2
Other		
Educational & Institutional	807	2
Parks & Recreation	394	2
Open Space	2,875	9
Water, Streets & Vacant	19,181	57
TOTAL	33,366	100
Source: Chula Vista Planning & Building Department, 2004		

Note: This table only includes the City's incorporated area.

3.0 COMMUNITY IMAGE AND CHARACTER

Community image involves how Chula Vista residents and visitors perceive the City. Impressions are formed by the City's natural geological features and scenic resources, and by physical or built features, such as gateways, streetscapes, neighborhoods, activity nodes, landmarks, buildings, signs, and outdoor urban spaces. Unlike many cities in the region, Chula Vista has a diversity of built environments—urban, suburban, and rural areas—in addition to large natural areas that are intended to remain undeveloped. Each type of built environment has its own set of particular characteristics, such as views, landscaping, type of street and housing, commercial activity, parks, and civic buildings that combine together to create a unique “community character.”

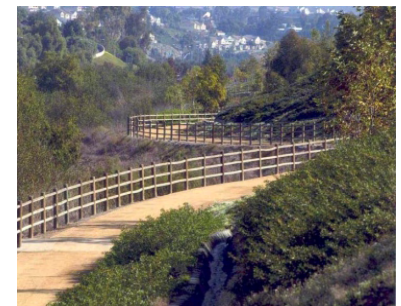
This section discusses some of the factors in Chula Vista that contribute to the City's community image and character, including scenic resources, open space, gateways, neighborhood identity, and historic resources. Policies addressing these and additional factors are found in Section 7.5 Enhancing Community Image of this element.

Chula Vista's identity is shaped by the memorable places and unique natural features that people associate with the community.



3.1 Scenic Resources and Open Space Network

Scenic resources and open space help to relieve the stress of living in a fast paced urban environment and also help to define an area's visual and community character, the image that stays in the minds of the individuals who visit and live in the community. Scenic views and open space contribute positively to a city's image and foster community pride, which are important factors that attract people to live in or visit an area. Chula Vista has valued scenic vistas and open space that include the Otay River and Sweetwater River Valleys, Upper and Lower Otay Lakes, Sweetwater Reservoir, and San Miguel/Mother Miguel Mountains, as well as the San Diego Bay. These open space areas make up the majority of the Chula Vista Greenbelt, the backbone of the City's open space and park system, which consists of a 28-mile open space system encircling the City. The Greenbelt includes Multiple Species Conservation Program preserve lands; general open space; existing and future trails; and connects several of the City's existing and future public parks. Additional natural open space exists within master planned communities in the East Planning Area, including Rice Canyon and Long Canyon. Figure 5-5 depicts the General Plan area open space network in its entirety, including parks and recreation facilities.



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Chula Vista has several designated Scenic Roadways, where views of unique natural features and roadway characteristics, including enhanced landscaping, adjoining natural slopes, or special design features make traveling a pleasant visual experience. The designated Scenic Roadways are listed below and are shown on Figure 5-5, Designated Scenic Roadways.

- Marina Parkway from the intersection of E Street and Interstate 5 on the north to its intersection with Interstate 5 at J Street
- Bonita Road from Interstate 805 to Sweetwater Road
- Sweetwater Road from the National City boundary east to State Route 54
- East H Street from Interstate 805 to Mount Miguel Road
- Proctor Valley Road from Mount Miguel Road east to Jamul
- Telegraph Canyon Road/Otay Lakes Road from Interstate 805 to Lower Otay Lake
- Olympic Parkway
- Otay Lakes Road from Bonita Road to Rock Mountain Road
- Main Street from Interstate 805 to Heritage Road
- Rock Mountain Road from Heritage Road to State Route 125
- Hunte Parkway from Eastlake Parkway to Proctor Valley Road
- La Media Road from Otay Lakes Road to Rock Mountain Road
- Heritage Road from Telegraph Canyon Road to the City's southerly boundary
- Wueste Road

Scenic views and open space contribute positively to a city's image.

boundary

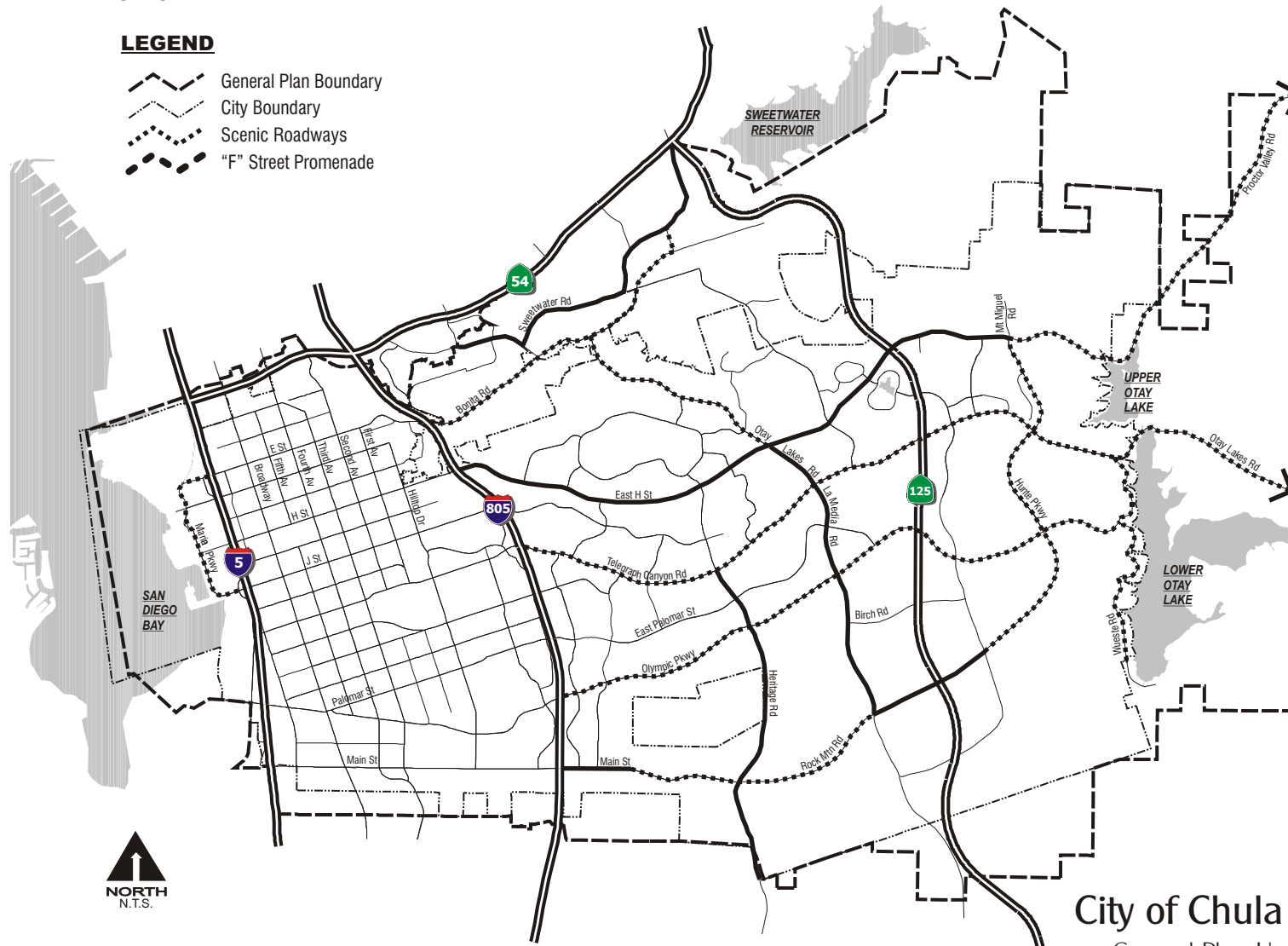
For policies regarding scenic resources, refer to Section 7.5 Enhancing Community Image of this element



3.2 Gateways

A community's appearance can indicate much about how well it functions and reflects its residents' sense of community pride. A visually attractive city contributes to a high quality of life, as it conveys a positive image and inspires community pride. Chula Vista's organized system of entryways and gateways offers opportunities to improve the City's appearance, establish a stronger community image, and enhance residents' community pride. Special design treatments, which may include themed signage, landscape and architectural design enhancements, and other elements should be used to signify arrival into the City and progression to key destinations along gateway streets. The special design treatments should consider topographic conditions and roadway configuration. Discussion of entryways, gateways and gateway streets is also closely related to Section 3.1 Scenic Resources and Open Space Network of

Designated Scenic Roadways

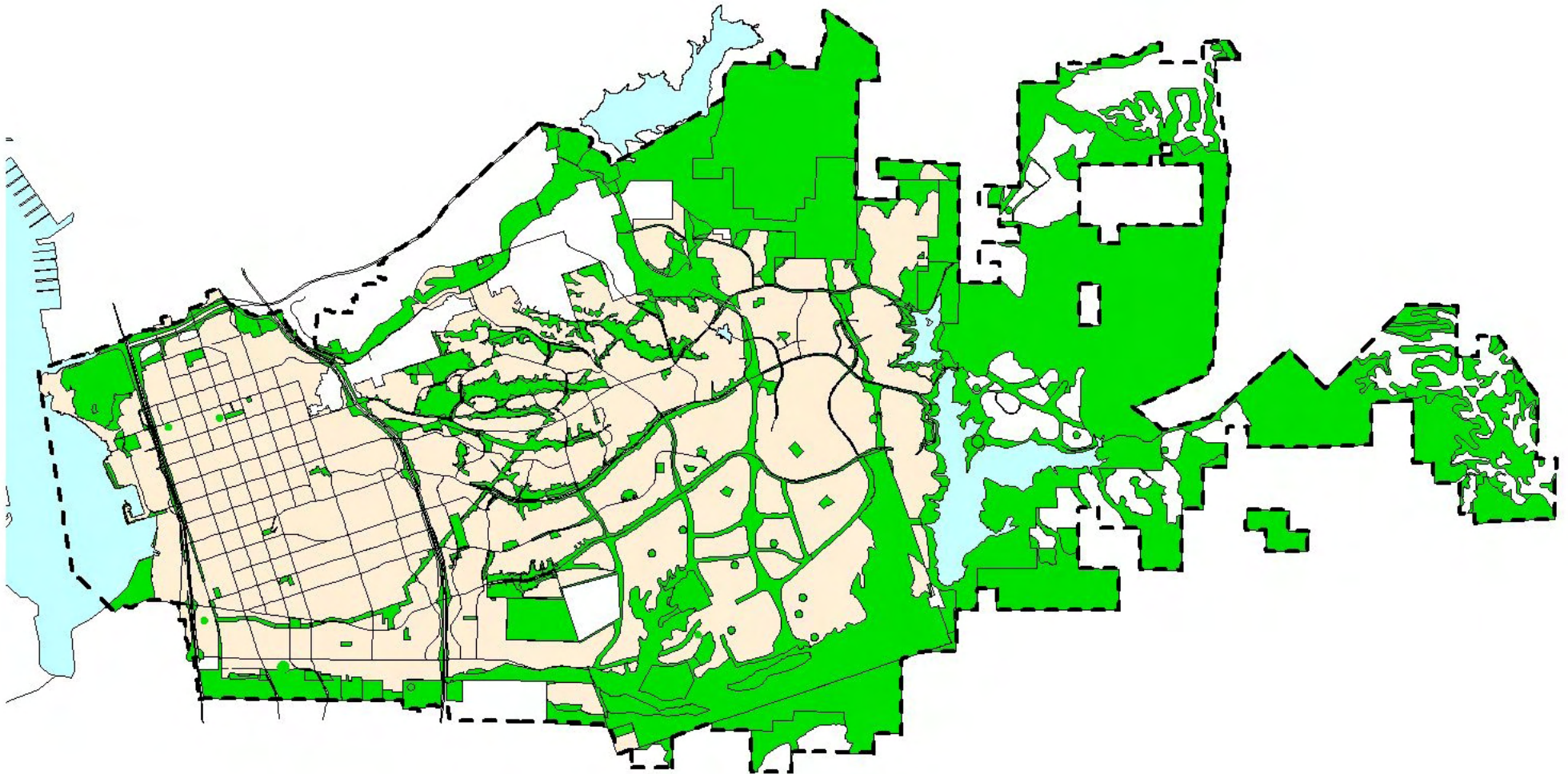


City of Chula Vista

General Plan Update

Figure 5-4 | LUT-#16

Open Space Network



City of Chula Vista

General Plan Update

Figure 5-5 | LUT-#17

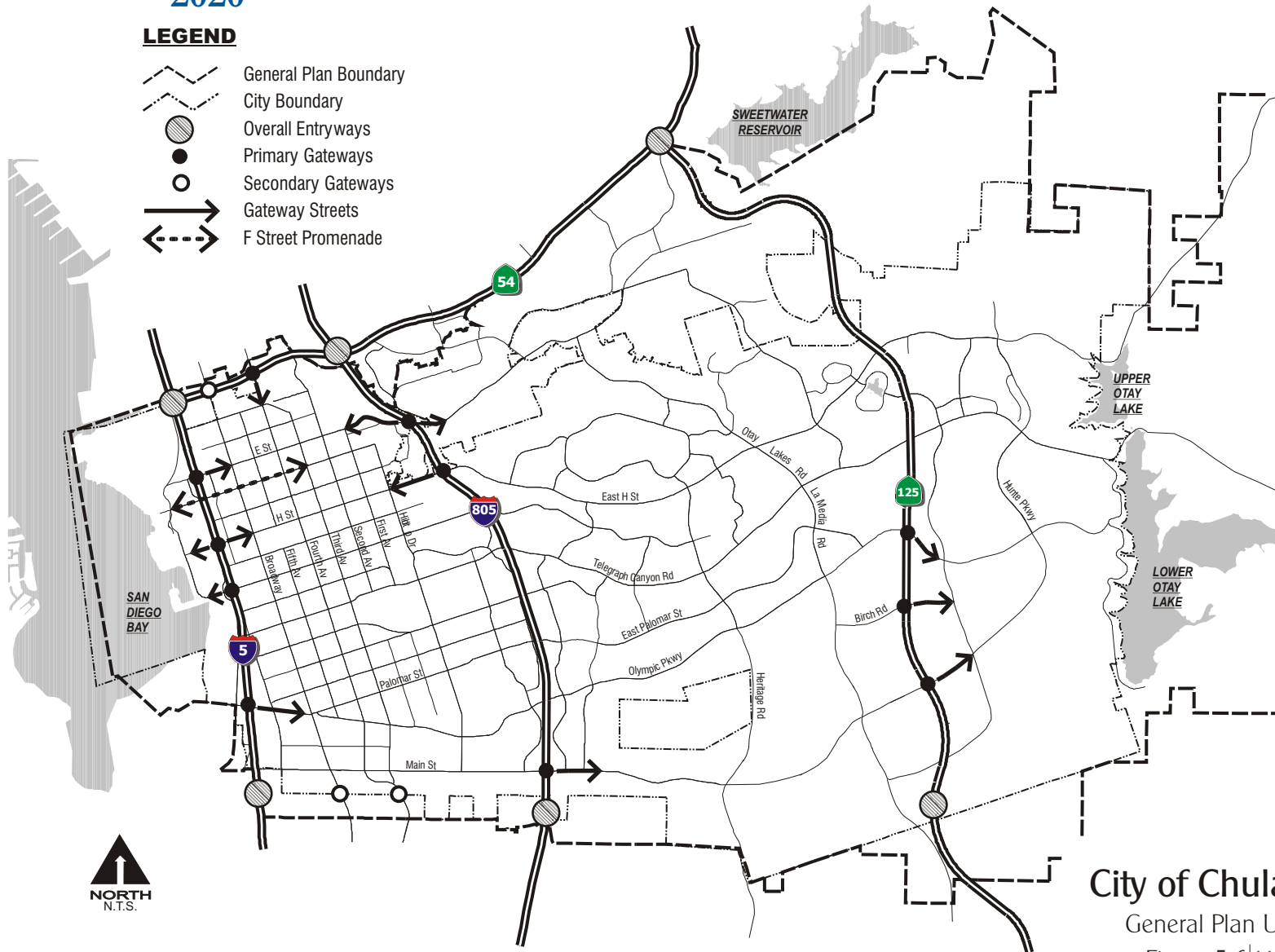


Chula
Vista
Vision
2020

Entryways and Gateways

LEGEND

- General Plan Boundary
- City Boundary
- Overall Entryways
- Primary Gateways
- Secondary Gateways
- Gateway Streets
- F Street Promenade



City of Chula Vista

General Plan Update

Figure 5-6 | LUT-#18

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this element. In addition to entryways, gateways and gateway streets, special attention should be given to providing an enhanced pedestrian linkage ("F Street Promenade") between the Urban Core Subarea and the Bayfront along F Street. For policies regarding entryways, gateways, and gateway streets, refer to Section 7.5 Enhancing Community Image of this element.

Entryways and gateways are divided into three categories, which are defined below and shown on Figure 5-6. Discussion of the categories and their design treatments follow.

An individual's perception of Chula Vista can be a strong contributing factor in making economic decisions.

- Overall Entryway -- Where a major approach route enters the City and extends along that route for some distance into the City
- Primary Gateway -- Where an entry into an important district of the City occurs off a major approach route or off an Overall Entryway
- Secondary Gateway -- Where a significant entry into the City occurs from an adjacent community.

Overall Entryways

A significant number of vehicles pass through Chula Vista on Interstates 5 and 805, and many more will pass through on State Route 125, in the East Planning Area, upon its completion. To a substantial degree, travelers' views from these highways is what determines their perception and image of the City. This is especially true for those people who have never visited Chula Vista or visit infrequently. An individual's perception of Chula Vista can be a strong contributing factor in making economic decisions, including:

- Whether to shop, dine or recreate in Chula Vista
- Whether to locate a business, retail store, or other employment-generating use in Chula Vista
- Whether to invest in projects in Chula Vista

Given this reality, it is important that the community provide travelers with a positive impression along the City's highways. This involves identifying the City effectively, directing visitors to key uses, making key entrances more attractive, improving or screening unattractive areas, and ensuring that new uses meet appropriate design standards. Conveying a consistent and positive message about what kind of community Chula Vista is and how well it functions is a significant issue.

As shown on Figure 5-6, the regional accesses that constitute the six Overall Entryways into the City are almost exclusively from the region-serving highways of Interstates 5 and 805, and State Route 125. From either the north or south, the perceived City boundary or entry to the City is created by a dominant urban or natural form, rather than the City's precise corporate limits. From the north, State Route 54 and the Sweetwater River mark the boundary; from the south it is the Otay River Valley. At each of these six points, a consistent special design treatment should be used to convey arrival into the City, using design elements and/or landscaping that reflect a positive image of the City.

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Primary Gateways

A Primary Gateway entering the City from a freeway should appear visually inviting, provide adequate direction to key community places of interest, and have high quality architectural design. At each Primary Gateway a consistent design treatment should be used to create a unique environment that announces arrival into the City. As shown on Figure 5-6, there are ten freeway entrances into the City that are designated as Primary Gateways -- five into the Urban Core Subarea, Bayfront Planning Area and Bonita; one into the Southwest Planning Area; one into the Main Street District; and three that will provide access to the Eastern Urban Center. These Primary Gateways include roadways that provide direct access into important community activity areas. Primary Gateways are listed in the table below, while a short description follows. See Section 7.5, Enhancing Community Image, for primary gateway policies.

Each Primary Gateway should announce with a strong and unique design statement arrival into the city.

TABLE 5-2
PRIMARY GATEWAY LOCATIONS

<u>Freeway</u>	<u>Primary Gateway</u>
Interstate 5	E Street/Marina Parkway H Street J Street/Marina Parkway Palomar Street Main Street
State Route 54	Fourth Avenue
Interstate 805	Olympic Parkway E Street/Bonita Road East H Street Telegraph Canyon Road Main Street/Auto Park Way
State Route 125	Otay Lakes Road Olympic Parkway Birch Road Rock Mountain Road

- E Street/Marina Parkway Gateway. The E Street/Marina Parkway gateway serves as a key entrance into the northerly portion of the Urban Core Subarea and is the first entrance into the City off of Interstate 5 from the north. The gateway includes E Street from Interstate 5 to Broadway and will serve primarily as a vehicular corridor to Broadway and Downtown Third Avenue. Additionally, the E Street/Marina Parkway gateway will also serve as the first access point from the north into the City's Bayfront Planning Area on Marina Parkway.
- H Street Gateway. The H Street gateway will be the primary entrance into the Urban Core Subarea as well as the City's Bayfront Planning Area. The gateway will extend to Broadway from Interstate 5 and provide direct access to Broadway, the Chula Vista Center and Downtown Third Avenue. H Street is also planned as a transit corridor.
- J Street/Marina Parkway. The J Street/Marina Parkway gateway provides the first access point from the south into the City's Bayfront Planning Area on Marina Parkway.
- Palomar Street Gateway. The Palomar Street gateway extends from Interstate 5 to Broadway and serves as the primary access to commercial services along Palomar Street and Broadway within the Southwest Planning Area of the City.
- Fourth Avenue Gateway. The Fourth Avenue gateway provides access into the Urban Core from State Route 54 and extends as far as C Street. This gateway also serves to provide a key linkage between National City and Chula Vista. (Refer to Section ____ regarding policies for Gateways.)
- E Street/Bonita Road Gateway. The E Street/Bonita Road gateway provides access into the Urban Core from Interstate 805, as well as access into the Sweetwater Valley and Bonita. This gateway extends from Interstate 805 to First Avenue on the west and to Plaza Bonita Center Road on the east.
- East H Street Gateway. The East H Street gateway, extending from Interstate 805 to Hilltop Drive, provides access into the Urban Core Subarea from Interstate 805, and from the eastern master planned communities of the City.
- Main Street/Auto Park Way Gateway. The Main Street/Auto Park Way gateway provides access to the Auto Park and commercial recreation venues within the Otay Valley, including an amphitheater and water park.

- Olympic Parkway Gateway. The Olympic Parkway gateway will provide access from State Route 125 into the Eastern Urban Center (EUC) Focus Area and to the Olympic Training Center. This gateway extends along Olympic Parkway from State Route 125 to Eastlake Parkway.
- Birch Road Gateway. The Birch Road gateway also provides access into the EUC Focus Area and will extend from State Route 125 to Eastlake Parkway.
- Rock Mountain Road Gateway. The Rock Mountain Road gateway provides access to both the EUC and the University Campus Focus Area. This gateway will extend from State Route 125 to Eastlake Parkway to the east, and to the primary entrance into the University Campus Focus Area.

Secondary gateways should provide travelers with a clear impression that they are entering the City of Chula Vista

Secondary Gateways

Significant roadways that link Chula Vista and adjacent communities define the secondary gateways into the City. These secondary gateways should provide travelers with a clear impression that they are entering the City of Chula Vista. Enhanced landscaping and appropriate signage should occur where there are secondary gateways, including Broadway from National City to the north and Beyer Way and Beyer Boulevard from San Diego to the south. See Section 7.5, Enhancing Community Image, for secondary gateway policies.



3.3 Neighborhood Identity

The quality, physical form, and arrangement of urban design contribute to neighborhood identity and overall livability. Urban design refers to the various physical design elements that make up the City's built environment, including buildings, public spaces, streetscapes, and landscaping. One example is the Downtown Third Avenue District, with a distinctive row of palm trees in the street medians; neighborhood signage; modern and well-landscaped civic buildings; Friendship and Memorial Parks; and unique retail shops along Third Avenue. Another example is Otay Ranch Village One's Heritage Park and Village Core. Chula Vista has several good urban design elements, such as the urban parks and plazas in the Urban Core Subarea, and Bayfront access west of Interstate 5; however, these elements need to be better connected to improve people's access and to increase vitality in adjacent commercial areas.

3.4 Historic Preservation

The most effective way to protect the resources that represent the history of a community is through the adoption and implementation of a local historic preservation ordinance. Beginning in 2002, the Chula Vista Ad Hoc Historic Preservation Committee evaluated the City's historic preservation policies and programs and developed recommendations for historic preservation efforts. Their report, "An Evaluation of Historic Preservation in Chula Vista," was accepted by the City Council on September 30, 2003. Key recommendations for City action are included below and as policies in Section 7.5, Enhancing Community Image, herein.

- Develop a historic preservation program based upon the standards established by the State Historic Preservation Officer (SHPO).
- Obtain Certified Local Government (CLG) status for the City, which integrates local government decision-making with the national historic preservation program.
- Pursue federal funding and technical assistance for preservation activities, adopt criteria specific to local needs based upon the National Register of Historic Places criteria as required for CLG status, and provide more incentives for historic preservation.

The State Historical Building Code is a tool that helps ensure reasonable safety of historically significant buildings.



Prior to 1985, the City of Chula Vista did not have an official local register of historical resources and only a small number of houses were recognized as historic. A 1985 historical resources inventory conducted in a limited portion of the Northwest Planning Area surveyed approximately 258 homes. Forty-two homes were subsequently put on Chula Vista's List of Designated Historic Sites. Chula Vista's 2001 adoption of the State Mills Act Program, which provides tax incentives for owners of historic sites, helped to add more historic sites. Chula Vista's List of Designated Historic Sites has at least 65 designated historic properties.

The State Historical Building Code is a tool that is available to the City to ensure reasonable safety of historically significant buildings from geologic hazards while facilitating the maintenance of the historical integrity of such buildings.